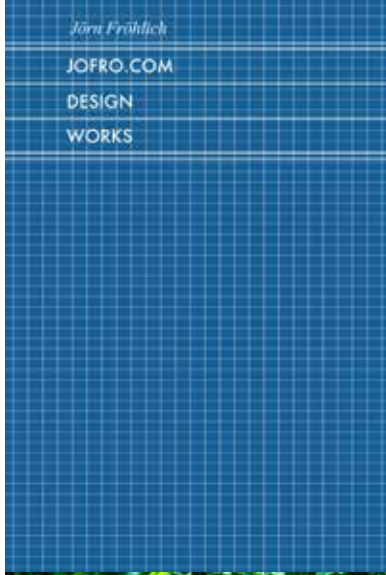




20+ years
interdisciplinary art & design works

genuine design
stage, costume, fashion
visual merchandising
design education
jofro.com

visual design
corporate branding
print & web design
signage & wayfinding
jornfröhlich.com

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03/20 I Exhibition and Graphic Design I Fashion & Sustainability

Visual Identity for print, web and exhibition design of an event series on the topic of sustainable fashion including

- student project presentations and fashion show
- fair fashion design exhibition including german and turkish companies
- fair fashion design panel including german and turkish companies in collaboration with the Goethe-Institute, Izmir



03/20 I Fashion Design Education I Fashion & Sustainability

Example of 14 undergraduate ready-to-wear capsule collection SS 2020: Sevil Bul "Purity of White"

Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios
Fashion show and exhibition in collaboration with the Goethe-Institute, Izmir: 02.03.2020



01/20 | Fashion Design | Sultana re-staged

Fashion inspired by Charles André van Loo: Madame de Pompadour as a sultana, 1755

Fashion Design and Styling: Jörn Fröhlich

Exhibition:



photo ©Ersan Çelikkaya



11/19 | Campaign Design & VM Concept | Xmas 2019

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11. - 31.12.2019





06/19 | Costume Design | Macbeth

Play by William Shakespeare
Director: Carola Unser
Costume Design: Jörn Fröhlich, Costume Assistance: Filiz Özbengi
HLTM, Hessisches Landestheater Marburg, Germany / Premiere 13.06.2019





06/19 | Fashion Design | Boudoir

Sustainable fashion collection by Jörn Fröhlich
Seamstress: Filiz Bulut, Photographer: Ersan Celiktas
FW 2019/20





03/19-11/19 | Campaign Design & VM Concept | 100 anniversary

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stockmann, Dept. Store, Hamburg-Buxtehude, Germany

02/19 | Stage & Costume Design | Cabaret

"Cabaret" musical, John Kander, Fred Ebb, Joe Masteroff
Director: Carola Unser | Musical director: Christian Keul | Choreographer: Wara Cajias
Tstage and costume design: Jörn Fröhlich | Costume co-work: Cansu Incesu
HLTM, Hessisches Landestheater Marburg, Germany
<http://www.hltm.de> | premiere: 23.02.2019





02/19 | Stage & Costume Design | König Blutwurst - Ubu Roi

Writer, Director: Walter Menzlaw
 Costume & Stage Design: Jörn Fröhlich, Costume Design Co-Work: Cansu Incesu
 Chawwerusch Theater, Herxheim, Germany / Premiere: 15.02.2019





02/19 | Curation and Exhibition Design | BAUHAUS 100

Exhibition design of an event series on the topic of 100 years of German Bauhaus Design
- student project presentations and fashion show
in collaboration with the Goethe-Institute, Izmir

02/19 | Fashion Design Education | BAUHAUS 100

Example of 14 undergraduate ready-to-wear capsule collections FW 2019: Seda Özkaynak

Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios
Fashion show and exhibition in collaboration with the Goethe-Institute, Izmir: 02.02.2019



01/19 | Fashion Design | Black Dress

Fashion collection of 14 looks by Jörn Fröhlich
 Seamstress: Filiz Bulut, Photographer: Ersan Celiktaş
 SS 2019



photos ©Ersan Celiktaş



12/18 | Costume Design Education | 1920ies Fashion

Costume design studio coordinator at Izmir University of Economics since 2010: Jörn Fröhlich
 Supervision of fashion design and fashion management graduation studios Dept. of Fashion and Textile Design
 Fashion show: 22.12.2018





11/18 | Campaign Design & VM Concept | Xmas 2018

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva

Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11. - 31.12.2018



09/18 | Costume & Stage Design | Tatütata

Writer and Director: Esther Steinbrecher
Stage and costume design: Jörn Fröhlich
Theater die stromer, Darmstadt, Germany
Premiere: 23.09.2018



photos © Jörn Fröhlich



08/18 | Stage and Costume Design | Alice in Wonderland

based on the book by Lewis Carroll
 Writer and Director: Esther Steinbrecher
 Stage and Costume Design: Jörn Fröhlich
 Stage/ Costume Design Assistance: Cansu Incesu
 Theater Spiellust, Michelstadt, Germany, premiere: 02.08.2018





03/18 | Fashion Design | Bed & Bath

28 upcycled Fashion Designs based on Bedlinen and Towels
Design and Pattern-making: Jörn Fröhlich
Creative Assistance: Cansu Incesu, Seamstress: Filiz Bulut, Catwalk Photographer: Hicran Ozdamar
Catwalk Presentation 23.03.2018 at MyVia Park 414, Izmir, Turkey



01/18 | Fashion Design | PSA experimental couture collection

Design and Pattern Making: Jörn Fröhlich

Seamstress: Filiz Bulut

Photographer: Ersan Celiktaş

Exhibition and Fashion Show on 31.05.2018 at the International Biennial Conference and Exhibition on Textile Art "Scythia", Ivano-Frankivsk, Ukraine



12/17 | Fashion Design Education | Graduation 2017

Example of undergraduate ready-to-wear capsule collection SS 2018: İlayda Karakus "New Orientalism"

Fashion design studio coordinator at Izmir University of Economics since 2010: Jörn Fröhlich

Supervision of fashion design and fashion management graduation studios Dept. of Fashion and Textile Design

Fashion show: 22.12.2017



11/17 | Campaign Design & VM Concept | Xmas 2017

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11. - 31.12.2017



09/17 | Campaign Design & VM Concept | FW 2017

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany/ 01.09.-31.10.2017



03/17 | Campaign Design & VM Concept | SS 2017

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.03.2016 - 30.04.2017



03/17 | Curation and Exhibition Design | Reclaim

Upcycling Design Exhibition
 Curation and Exhibition Design: Jörn Fröhlich
 Catalogue Design: Jörn Fröhlich
 Designers: Argun Tanriverdi, Dilek Himam, Jörn Fröhlich, Sölen Kipöz, The Collective Act
 Ahmed Adnan Saygun Cultural Center, AASM Gallery, Izmir
 20.03. - 30.03.2017



01/17 | Stage, Costume & Graphic Design | Grundeis

Writer, Director: Esther Steinbrecher

Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Dorftheater Herxheim / Premiere: 13.01.2017



01/17 | Costume Design | Spring Cleaning 2016

11 Costumes by Jörn Fröhlich

Costume Assistant: Cansu Incesu, Tailors: Filiz Bulut, Müjgan İğli, Photographer: Ersan Celiktaş, Digital Imaging: Jörn Fröhlich
Exhibition in Ahmed Adnan Saygun Cultural Center, AASM Gallery, Izmir





11/16 | Campaign Design & VM Concept | Xmas 2016

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek

Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2016 - 31.12.2016



NATURGESUNDE LEBENSMITTEL OHNE VERPACKUNGEN

10/16 | Corporate Design | Unverpackt Darmstadt

CI Manual, Logo Design, Print & Web Design: Jörn Fröhlich
 Project Assistance: Simay Esmek
www.unverpacktdarmstadt.com / Opening 31.10.2016, Darmstadt, Germany





10/16 | Stage & Costume Design | Fletsch - Saturday Bite Fever

Musical By Marc Schubring
Director: Carola Unser, Musical Director: Erich A. Radke
Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Landesbühne Niedersachsen-Nord, Wilhelmshaven, Germany / Premiere: 15.10.2016





09/16 | Campaign Design & VM Concept | FW 2016

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2016 - 31.10.2016



07/16 | Graphic Design & Exhibition | Colours Of Ayvalik

Digital Imaging & Graphic Design for 36 Postcards: Jörn Fröhlich
 Styling: Dilek Himam, Photographer: Ali Akdamar
 Cultural Center of Buca, Izmir, Turkey / 01.07. - 31.07.2016



07/16 | Stage, Costume & Graphic Design | Spog - Game Show

Writer, Director: Carola Unser

Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Theater Mollerhaus Darmstadt, Germany / Premiere: 03.07.2016



07/16 | Corporate Design | Theater Die Stromer

CI Manual for Print-and Webdesign & Logo Design: Jörn Fröhlich
Website Programming: Theater Die Stromer
www.theater-diestromer.de / Darmstadt, Germany





photos ©Jörn Fröhlich, Cansu Incesu

GRIMM & GRETTEL



06/16 | Stage, Costume & Graphic Design | Grimm und Gretel

Writer, Director: Walter Menzlaw
 Costume & Stage Design: Jörn Fröhlich, Costume Design Co-Work: Cansu Incesu
 Chawwerusch Theater, Herxheim, Germany / Premiere: 02.06.2016



03/16 | Styling Interior Design | Bucherer Luzern

Architecture & Interior Design: Blocher, Blocher & Partners, Stuttgart
Styling: Jörn Fröhlich
Bucherer Watches & Jewelry, Luzern, Switzerland / Store Opening: 30.03.2016



02/16 | Campaign Design & VM Concept | SS 2016

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2016 - 30.04.2016



11/15 | Campaign Design & VM Concept | X-mas 2015

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek, Fulden Kumsal
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2015 - 31.12.2015



11/15 | Stage, Costume and Graphic Design | Braun Werden

Writer, Director: Esther Steinbrecher, Idea: Michael Bauer

Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Chawwerusch Theater - Expedition, Herxheim, Germany / Premiere: 13.11.2015



photos © Jörn Fröhlich



photos ©Jörn Fröhlich



09/15 | Campaign Design & VM Concept | FW 2015

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Cansu Incesu, Elif Tekcan, Ipek Ünal
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2015 - 01.11.2015



photos ©Jörn Fröhlich

09/15 | Visual Merchandising | Shoe & Leather

Creative Director VM Add-Ons: Jörn Fröhlich for Blocher, Blocher & Partners, Stuttgart
 Key Visual & Claim: Dodenhof, Head of Visual Merchandising & Retail Design at Dodenhof: Jochen Streintz
 Head of Visual Merchandising & Retail Design at BBP: Julia Wandelt
 Head of Blocher, Blocher View: Anja Pangerl, Opening: 16.09.2015



08/15 | Wayfinding & Signage | School Of Foreign Languages

Wayfinding Concept, Signage & Graphic Design: Jörn Fröhlich
 Architect: Gudjon Thor Erlendsson, Engineering: Hüsnü Alpan
 Izmir University Of Economics / opening 31.08.2015

06/15 | Styling | Ottomania

Couture: Paul Scherer,
Styling, Hair and Make-Up: Jörn Fröhlich
Photographer: Ethem Onur Parlar
10.06.2015



04/15 | Stage & Costume Design | Kanhar De

Writer: Sven J. Olson, Director: Esther Steinbrecher, Musical Director: Erich A. Radke, Choreography: Sophia Guttenthöfer
Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Theater Lower Saxony (Landesbühne Niedersachsen-Nord), Wilhelmshaven, Germany / Premiere: 19.04.2015





03/15 | Costume Design Exhibition | Steampunk Couture

12 Costumes by Jörn Fröhlich, Costume Assistance: Cansu Incesu, Accessories: Dilek Himam, Elif Tekcan, Photographer: Ersan Celiktaş
Exhibitions in Cetin Emec Gallery, Izmir, Turkey on 19.05.2014/ Open Gallery, Moscow, Russia on 31.12.2014
and Aalto University „Critical Costume Conference“, 30.03.2015 Helsinki, Finland



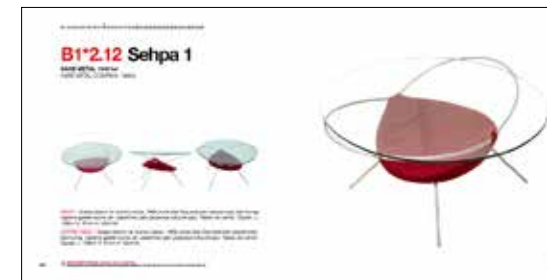
photo © Jorge Sandoval



photo ©Jörn Fröhlich

02/15 | Exhibition Design | Datum

Curation, Exhibition & Catalogue Design: Jörn Fröhlich
Documenting & Archiving Turkish Modern Furniture / 100 furniture pieces
www.datumm.org / Ahmet Adnan Saygun Cultural Center Izmir / 06.02. - 24.02.2015





02/15 | Costume Design | New Vintage

6 Costume Designs by Jörn Fröhlich, Costume Assistance: Cansu Incesu
 Photographer: Ersan Celiktas, Digital Imaging: Jörn Fröhlich
 Costume Exhibition In Izmir University Of Economics / 02.02.2015



02/15 | Campaign Design & VM Concept | SS 2015

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2015 - 30.04.2015



photo © Jörn Fröhlich

11/14 | Campaign Design & VM Concept | X-mas 2014

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Nur Ceren Kurt

Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2014 - 31.12.2014



10/14 | Wire Sculpture | Robe De Style

Wire Sculpture by Jörn Fröhlich, Creative Assistance: Cansu Incesu

Dönüşüm / Transformation Group Exhibition

Adnan Saygun Cultural Center, Izmir, Turkey / 20.10. - 20.11.2014



09/14 | Corporate Identity | Rive Gauche

CI Manual, Logo, Print & Webdesign: Jörn Fröhlich
www.beatrommel.com
 Opening 04.09.2014, Solothurn, Switzerland

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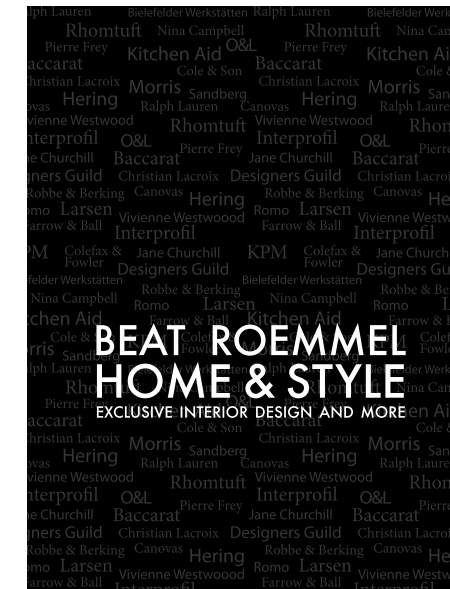
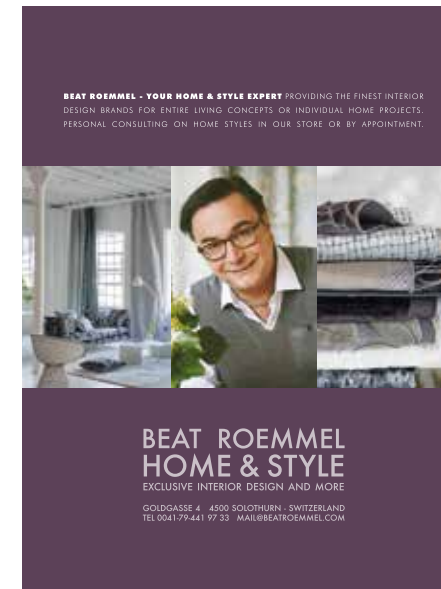


BEAT ROEMMEL
Rive Gauche
 LIFESTYLE, GIFTS, AND MORE



Corporate Identity | Home & Style

CI Manual, Logo, Print & Webdesign: Jörn Fröhlich
www.beatrommel.com
 Opening 27.10.2011, Solothurn, Switzerland



BEAT ROEMMEL
 HOME & STYLE
 EXCLUSIVE INTERIOR DESIGN AND MORE



02/14 | Campaign Design & VM Concept | SS 2014

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2016 - 30.04.2014

photos © Jörn Fröhlich



01/14 | Stage, Costume & Graphic Design | Black Out

Writer & Director: Esther Steinbrecher
 Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
 Dorftheater Herxheim / Premiere: 17.01.2014

photos © Jörn Fröhlich



11/13 | Campaign Design & VM Concept | X-mas 2013

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Can Basdogan
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2013 - 31.12.2013





09/13 | Exhibition Design | Ikichi

Curation, Exhibition & Catalogue Design: Jörn Fröhlich
Foto Series Exhibition Dilek Himam & Fulya Ertem Baskaya
K2 Gallery, Izmir, Turkey / 16.09. - 30.09.2013

photo ©Ersan Colikias





09/13 | Campaign Design & VM Concept | FW 2013

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2013 - 31.10.2013



04/13 | Stage Design | ...ve Julie

based on Strindberg's „Miss Julie“

Director: Bahadır Yüksekşan

Stage Design: Jörn Fröhlich, Costume Design: Cansu Incesu, Photography: Argun Tanriverdi

Salt Theater, Izmir, Turkey / Premiere: 27.04.2013



02/13 | Campaign Design & VM Concept | SS 2013

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2013 - 31.03.2013



09/12 | New Corporate Design | Campaign Design & VM Concept

Creative Director: Jörn Fröhlich

CI Manual and Style Guide: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Photographer: Christoph Herpel

Stackmann, Dept. Store, Hamburg-Buxtehude, Germany, Opening 30.09.2012



09/12 | Stage, Costume & Graphic Design | Komischer Vogel

Writer, Director: Esther Steinbrecher for Theater Die Stromer
Stage, Costume & Graphic Design: Jörn Fröhlich, Photography: Argun Tanriverdi
Theater Mollerhaus, Darmstadt / Premiere: 16.09.2012





TANRIVERDİ
MENUE
Food Fashion

Mode

Mode als unsere Art der Selbstdarstellung in der modernen Gesellschaft verspricht Zier-, Beschwerde- und Selbstausdruck durch Kleidung.

Fashion

Fashion as our way of self expression in modern society promises adornment, appeal and self expression through clothes.

Moda

Modern toplumdaki kişisel temsiliyet aracımız olarak moda, kıyafetler aracılığı ile süslenme, coşku yaratma ve kişisel tarzımızla iletişim kurma gibi amaçlar vaat ediyor.



TANRIVERDİ
MENUE
Food Fashion

Essen

Der menschliche Körper als physikalischer Organismus bildet die Schnittmenge zwischen Esskultur und modischer Kleidung.

Food

The human body as a physical organism is the intersection between food culture and fashion clothes.

Yemek

Yemek kültürü ve moda-kıyafet arasındaki ilişkinin arakesitinde beden yaratıyor.

04/12 | Exhibition Design | Food Couture

Curation, Exhibition & Catalogue Design: Jörn Fröhlich
Food Couture by Dilek Himam, Texts: Sölen Kipöz, Photography: Argun Tanriverdi
2. Agrindustrial Design Conference, Izmir University Of Economics / Exhibition Opening: 26.04.2012



02/12 | Campaign Design & VM Concept | SS 2012

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2012 - 01.06.2012



11/11 | Costume & Stage Design | 50. Kural: Beklemek

Based on „Romeoyu Beklemek“ - “Waiting For Romeo” by Sarah Grochala, Writer and Director: Bahadır Yüksekşan
 Costume & Stage Design: Jörn Fröhlich
 Salt Theater, Izmir, Turkey / Premiere: 26.11.2011



11/11 | Campaign Design & VM Concept | X-mas 2011

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2011 - 31.12.2011



09/11 | Campaign Design & VM Concept | FW 2011

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2011 - 31.10.2011



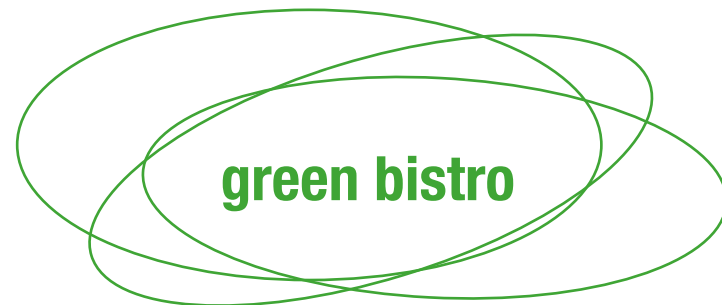


08/11 | Costume & Graphic Design | Himmel und Meer

Play by Susanna Baccari und Valeria Cavalli, Director: Sybrand Van Der Werft
Costume & Graphic Design: Jörn Fröhlich, Stage Construction: Detlef Köhler
Theater Die Stromer, Darmstadt & Theater Grüne Soße, Frankfurt Am Main, Germany / Premiere: 13.08.2011

photos ©Detlef Köhler





08/11 | Interior Design & Corporate Design | Green Bistro

Creative Director: Jörn Fröhlich

Co-Design & Construction: Siddik Erdogan, Head of Visual Merchandising & Retail Design: Omar Omeirat

L&T, Dept. Store, Osnabrück, Germany, Opening 30.08.2011



11/10 | Campaign Design & VM Concept | X-mas 2010

Creative Director: Jörn Fröhlich
 Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
 Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2010 - 31.12.2010



photo ©Thomas Blank



09/10 | Stage, Costume & Graphic Design | A Lady Vanishes

Writer & Director: Esther Steinbrecher

Costume & Stage Design: Jörn Fröhlich

Theater Die Stromer, Darmstadt / Premiere: 15.09.2010

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Photographer: Christoph Herpel
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2010 - 31.10.2010

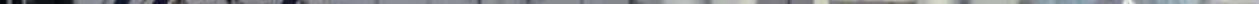


05/10 | Stage & Graphic Design | Così Fan Tutte

Opera by W.A. Mozart, Director: Dagny Müller
Stage & Graphic Design: Jörn Fröhlich, Costume Design: Line S. Maher
Opera Khio, Oslo, Norway / Premiere: 26.05.2010



photos ©KHIO



Mode





11/09 | VM Concept | Breuninger Premium X-mas 2009

Creative Director for Liganova - Brand Retail Company: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.11.2009 - 31.12.2009



08/09 | VM Concept | Boss Black Label | SS 2010

based on Peter Lingbergh's Photo Campaign
 Creative Direction for Liganova - Brand Retail Company: Jörn Fröhlich
 Project Manager: Alexander Salzer, 08.08.2009





photo ©Valentine Koppenhöfer

05/09 | Interior Design | Object “Swoosh”

Object „Swoosh“ by Jörn Fröhlich for “Dresses Of The Animals” Exhibition
Exhibition Design: Valentine Koppenhöfer
„Museum of Nature“, Gotha, Germany / 17.05. - 25.10.2009



11/08 | VM Concept | X-mas 2008

Creative Director for Breuninger Christmas Market: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.11.2008 - 31.12.2008



10/08 | VM Concept | Breuninger Premium FW 2008

Creative Director: Jörn Fröhlich
 Head of Visual Marketing: Marc Schumacher, Marion Strecker
 Breuninger Dept. Store, Stuttgart, Germany / 01.10.2008 - 31.10.2008



10/08 | Graphic Design | Le Cinesie, Ba-Ta-Clan | Opera

Art-Direction Layout Poster & Postcard: Jörn Fröhlich
 Director: Dagny Müller
 Opera Saalbau Neukölln / Premiere: 17.10.2008



06/08 | Costume & Stage Design | Irgendwas fehlt immer

Writer, Director: Esther Steinbrecher
 Costume & Stage Design: Jörn Fröhlich, Stage & Costume Assistance: Marie Luise Bernhardt
 Theater Die Stromer, Theater Mollerhaus / Premiere: 07.06.2008



03/08 | Wire Sculpture Exhibition | Breuninger Premium

10 Lifesize Wire Sculptures by Jörn Fröhlich, Creative Assistance: Bettina Strohmeier, Ekaterina Zinoveva
 Head of Visual Marketing: Marc Schumacher, Marion Strecker
 Breuninger Dept. Store, Stuttgart, Germany / Exhibition: 17.03.2008 - 30.03.2008



photos © Jörn Fröhlich





11/07 | VM Concept | Breuninger Premium X-mas 2007

Creative Director: Jörn Fröhlich
 Head Of Visual Marketing: Marc Schumacher, Marion Strecker
 Breuninger Dept. Store, Stuttgart, Germany / 01.11.2007 - 31.12.2007



10/07 | VM Concept | X-mas 2007

Creative Director: Jörn Fröhlich

Head of Visual Marketing: Marc Schumacher, Marion Strecker

Breuninger Dept. Store, Stuttgart, Germany / 01.10.2007 - 31.12.2007



02/07 | VM Concept | Breuninger Premium Spring 2007

Creative Director: Jörn Fröhlich
 Head of Visual Marketing: Marc Schumacher, Marion Strecker
 Breuninger Dept. Store, Stuttgart, Germany / 01.02.2007 - 28.02.2007



10/06 | VM Concept | X-mas 2006

Creative Director: Jörn Fröhlich
 Head of Visual Marketing: Marc Schumacher, Marion Strecker
 Breuninger Dept. Store, Stuttgart, Germany / 01.10.2006 - 31.12.2006

03/05 | Stage & Graphic Design | Le Nozze di Figaro

Opera by W. A. Mozart, Director: Torsten Schröder
Stage and Graphic Design: Jörn Fröhlich, Costume Design: Isabel Kurscheid
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 15.03.2005





12/04 | Costume Design Co-Work | Eugen Onegin

Opera by P.I. Tschaikowsky, Director: Giancarlo del Monaco
 Stage Design: Johannes Leiacker, Costume Design: Birgit Wentsch (Solo Costumes) and Jörn Fröhlich (Choir Costumes)
 Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 03.12.2004



11/04 | Stage, Costume and Graphic Design | Cendrillon

Opera by J. Massenet , Director: Marcus Lobbes
Stage and Graphic Design: Jörn Fröhlich, Costume Design together with Isabel Kurscheid
Deutsche Oper am Rhein, Duisburg, Germany / Premiere: 05.11.2004



03/04 | Stage, Costume and Graphic Design | Rasende Raststätte

Play by F.S. Felix and T. Kölsch, Director: Esther Steinbrecher
Costume & Stage Design: Jörn Fröhlich
Chawwerusch Theater, Herxheim, Germany / Premiere: 08.03.2004



photos ©Jörn Fröhlich



09/04 | Stage & Graphic Design | Wir schlafen nicht

Play by Kathrin Röggla, Director: Jörg Giese
 Stage and Graphic Design: Jörn Fröhlich, Costume Design: Isabel Kurscheid
 Josetti Höfe, Berlin, Germany / Premiere: 09.09.2004



photos ©Jörn Fröhlich



07/04 | Costume & Stage Design | 3xBallett

Choreographers: Anna Vita, Eva Zamazalova, Young-Soon Hue
Costume and Stage Design: Jörn Fröhlich
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 09.07.2004



05/04 | Stage, Costume and Graphic Design | Viva La Mamma

Opera by G. Donizetti, Director: Tobias Richter
Stage and Graphic Design: Jörn Fröhlich, Costume Design together with Isabel Kurscheid
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 25.05.2004



photos ©Jörn Fröhlich



09/03 | Stage, Costume & Graphic Design | Crise Campagnole

Writer/ Director: Esther Steinbrecher
Stage, Costume and Graphic Design: Jörn Fröhlich
Relais Culturel, Wissembourg and Chawwerusch Theater, Herxheim, Germany / Premiere: 25.09.2003



04/03 | Stage, Costume and Graphic Design | Paris und Helena

Opera by C.W. Gluck, Director: Dagny Müller
Stage, Costume and Graphic Design: Jörn Fröhlich, Costume Assistance: Kati Schmidt, Debra Abrons
Schlosstheater Rheinsberg, Germany / Premiere: 17.04.2003

photos ©Jörn Fröhlich





02/98 | Costume Design | Beyond Mozambique

Play by G.F. Walker, Director: Jörg Giese
Costume design: Jörn Fröhlich
Studiobühne Mitte, Berlin, Germany / Premiere: 02.02.1998

photos ©Jörn Fröhlich



Selected Theater Design Assistances



frau ohne schatten, richard wagner
state theater darmstadt, germany
premiere: 19.09.1999
directed by friedrich meyer oertel
stage designed by hans martin scholder
costume designed by eva dessecker



l'amour des trois oranges, sergeij prokofiev
deutsche oper am rhein, düsseldorf, germany
premiere: 20.12.2002
directed by benno besson
stage designed by ezio toffolutti
costumes designed by patricia toffolutti



symphonies phantastiques, ballett by uwe scholz
deutsche oper am rhein, düsseldorf, germany
premiere: 29.03.2003
directed by uwe scholz
costumes and stage by uwe scholz



norma, bellini
deutsche oper am rhein, düsseldorf, germany
premiere: 16.05.2003
directed by werner schroeter
stage designed by barbara rückert
costumes designed by alberte barsacq



tristan and isolde, richard wagner
state theater darmstadt, germany
premiere: 30.09.2000
directed by friedrich meyer-oertel
stage designed by hans martin scholder
costumes designed by eva dessecker



i vespri siciliani, giuseppe verdi
state theater darmstadt, germany
premiere: 03.03.2001
directed by friedrich meyer oertel
stage designed by hartmut schörghofer
costumes designed by wilhelmine bauer



west side story, leonard bernstein
deutsche oper am rhein, düsseldorf, germany
premiere: 27.10.2002
directed by youri vamos
stage and costumes designed by michael scott



macbeth, giuseppe verdi
deutsche oper am rhein, düsseldorf, germany
premiere: 19.07.2003
directed by stein winge
stage and costumes designed by tine schwab



theater concert, maurizio kagel
deutsche oper am rhein, düsseldorf, germany
premiere: 02.10.2003
directed by christoph nel
stage designed by roland aeschlimann
costumes designed by margit koppendorfer



coppélia, léo délibes
deutsche oper am rhein, düsseldorf, germany
premiere: 02.10.2003
directed by youri vamos
stage and costumes designed by michael scott

Jörn Fröhlich
20+ years
interdisciplinary art & design works



1990-1992 English and roman language studies

FU, Freie Universität Berlin, Germany

1992-1994 Fashion intern at Nicole Miller, Todd Oldham and Comme des Garçons

New York, NY, USA

1994-1997 Vocational training in female costume tailoring | journeymen's certificate

State Theatre of Darmstadt, Germany

1997-2002 Master's Degree in costume design | university diploma

University of Fine Arts (UdK - Universität der Künste), Berlin, Germany

2002-2005 Production manager in costume design

German Opera on the Rhine (Rheinoper Düsseldorf), Düsseldorf, Germany

2005-2007 Visual merchandising manager in premium fashion retail

Visual Communication design, visual merchandising and window display
Breuninger Dept. Store, Stuttgart, Germany

2007 Founder JOFRO.COM - design works

Design for theater, visual communication design and visual merchandising in fashion retail

since 2010 Academic design education | Lecturer

Coordination and supervision of fashion design studio and fashion management studio
Izmir University of Economics, Faculty of Fine arts and Design, Izmir, Turkey

